Developing a Chronic Disease Platform:

Making the Case for Chronic Disease Prevention in Today's Health Care Environment



About the National Association of Chronic Disease Directors (NACDD)

- NACDD is a national public health association for chronic disease program directors of each state and U.S. territory.
 - Links more than 1,500 members to advocate for preventive policies and programs, encourage knowledge sharing and develop partnerships for health promotion.
 - Has fourteen councils to focus on specific chronic disease areas:
 - Arthritis;
 - Breast and cervical cancer;
 - Cardiovascular health;
 - Comprehensive cancer;
 - Diabetes;
 - Healthy equity;
 - Healthy aging;

- Osteoporosis;
- Pacific chronic disease;
- Program integration;
- School health;
- Tobacco control;
- Vision and eye health; and
- Women's health.

We Help Support State Efforts Around Chronic Disease Prevention and Control

- One of five member organizations who run the CDCsponsored ACHIEVE Healthy Communities program
- Hold national, regional or state meetings to showcase best practices in chronic disease prevention and control
- Provide technical assistance and mentoring to state public health practitioners
- Advocate for the use of epidemiological approaches in planning chronic disease services and the use of chronic disease data to improve health outcomes
- ...and much more



During Reform Process, Chronic Disease Prevention Was in the Spotlight

- For the first time, the issue of prevention was a major focus of a national debate on health care
- TIME published five separate cover stories on health and wellness issues, including a special issue, "It's All About Prevention"
- Americans ranked prevention as the most important health care reform priority among a variety of issues under consideration in Congressional proposals

The New York Times

New Health Initiatives Put Spotlight on Prevention

New York Times
By Robert Pear
April 4, 2010



"We can all agree that if we want to bring down skyrocketing costs, we'll

need to modernize our system and invest in **prevention.**"

- President Barack Obama, March 5, 2009





Prevention and Disease Management Received Bipartisan Support and Increased Political Attention

THEHILL

Inadequate reach of proven programs for treatment of many chronic diseases

By Rep. Rosa DeLauro (D-CT)

September 23, 2008



Republican Platform

"Chronic diseases — in many cases, preventable conditions — are driving health care costs, consuming three of every four health care dollars. We can reduce demand for medical care by fostering personal responsibility within a culture of wellness..."

Democratic Platform

"Chronic diseases account for 70 percent of the nation's overall health care spending. We need to promote healthy lifestyles and disease prevention and management especially with health promotion programs at work and physical education in schools..."

Chicago Tribune

Death rates plunge, but chronic disease rises June 11, 2008

One of the great challenges of our time is figuring out how to reshape the way medical care is delivered for people with long-term illnesses and, even better, how to prevent these conditions in the first place.

POLITICO

October 20, 2008

A pragmatic approach to health care reform would strengthen the role of the group market and reduce health care spending by reorienting the health care system toward proven prevention and chronic disease management.

Number of mentions in candidates' plans and debates of	2004	2008
The importance of prevention and/or the cost of chronic disease	2	156

The "Patient Protection and Affordable Care Act" Invests in the Public Health Infrastructure to Better Prevent and Manage Chronic Disease

For Example:

- Establishes incentives for prevention of chronic diseases in Medicaid
- Create Task Forces on Clinical Preventive Services and Community Preventive Services (upon enactment)
- Establish grant program to support delivery of evidence-based, community prevention and wellness services (funds appropriated beginning FY2010)
- Establish National Prevention, Health Promotion and Public Health Council to develop National strategy to improve health (strategy due 1 year post-enactment)
- Creates new Medicaid state option plan for a health home for enrollees with at least two chronic conditions, one condition and the risk of developing another, or a serious and persistent mental health condition. Enhanced FMAP for two years. (January 1, 2011)



The National Focus Will Soon Shift to Implementation...

- Health reform bill has been signed into law
- Next focus will be implementation of the health care bill
- Issue areas designated high-level priorities (e.g., chronic disease, obesity) will also share spotlight
- Media coverage will focus on:
 - The "winners" and "losers" in health reform
 - Retrospective on the bill development and passage
 - Opportunities and challenges of implementation
 - New areas of focus (e.g., First Lady's obesity initiative)



... And Focus Will Also Shift From Congress to Regulators

- As implementation efforts advance, authority will shift to regulators whose role it is to implement the policies:
 - Centers for Medicare and Medicaid Services (CMS)
 - Health and Human Services (HHS)
 - Centers for Disease Control and Prevention (CDC)
 - Agency for Healthcare Research & Quality (AHRQ)
 - National Institutes of Health (NIH)













In This Environment, How Do We Create a Sustainable Platform for Action and Innovation around Chronic Disease?

Find the narrative

- Policymakers, the media and the public are still looking for compelling ways to explain and understand the chronic disease crisis
- Identify the storyline behind the rise of chronic disease in your state (What are the drivers? What are the contributing factors?)

Highlight successful programs

- Policymakers are looking to state-level experts for informed opinions about solutions that can be sustainably scaled to the national level
- Both local and national media want to write about local success stories

Be an advocate for solutions and unrealized opportunities

— Decision makers are already aware of the *problem* of chronic disease; what they want to know is *how* to address it in an affordable, sustainable way with the appropriated funds and *what areas* to address



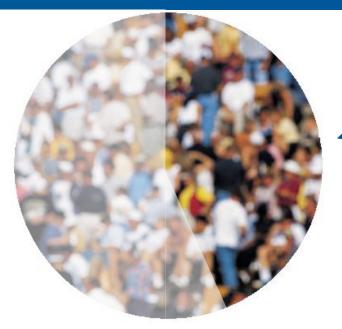
Find the Narrative and Tell the Story



Six Unhealthy Truths Tell the Story of the Rise of Chronic Disease and Its Impact on Health and Health Care in the U.S.

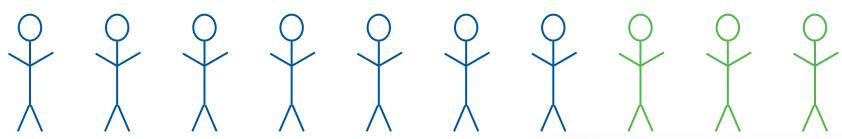


Truth #1: Chronic diseases are the #1 cause of death and disability in the U.S.



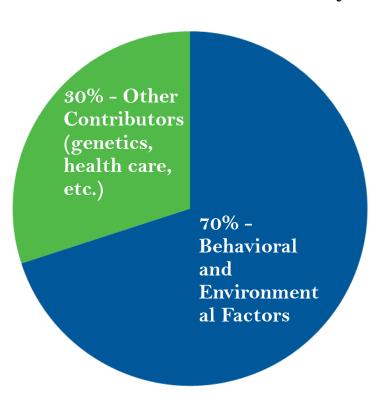
133 million Americans, representing 45% of the total population, have at least one chronic disease

Chronic diseases kill more than 1.7 million Americans per year, and are responsible for 7 of 10 deaths in the U.S.

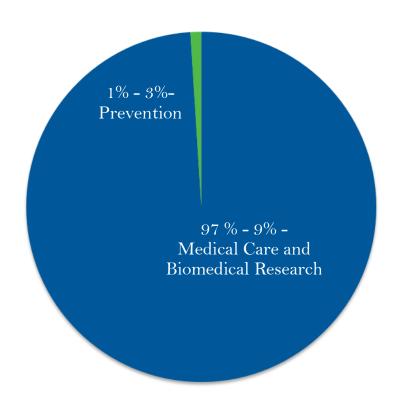


Truth #2: The U.S. spends very little on prevention, despite behavioral and environmental factors accounting for 70% of deaths in the United States

Causes of Avoidable Mortality



U.S. Investment in Prevention



Truth #3: Patients with chronic diseases account for 75% of the nation's health care spending

During 2005, the U.S. spent almost \$2 trillion on health care

Of every dollar spent...





...<u>75 cents</u> went towards treating patients with chronic disease

In public programs, treatment of patients with chronic diseases constitute an even higher portion of spending:

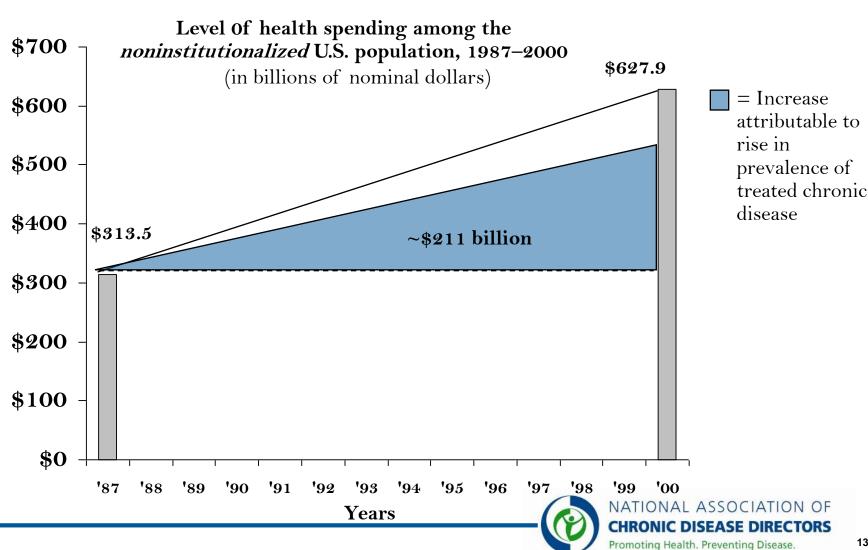
More than **96 cents** in Medicare... ...and **83 cents** in Medicaid

"The United States cannot effectively address escalating health care costs without addressing the problem of chronic diseases."

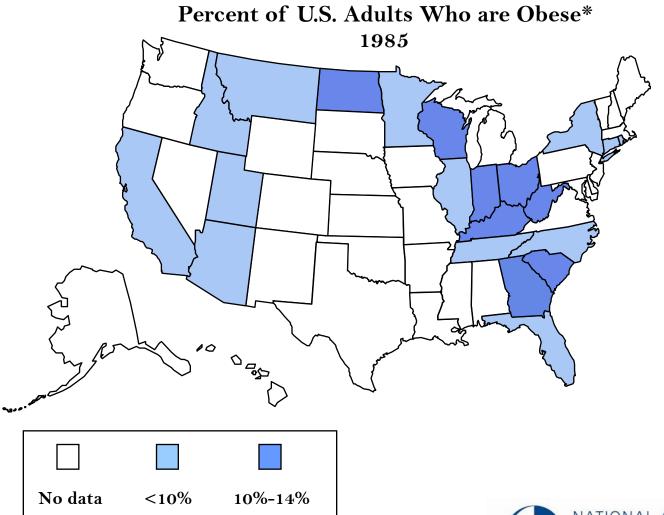
-- Centers for Disease Control and Prevention



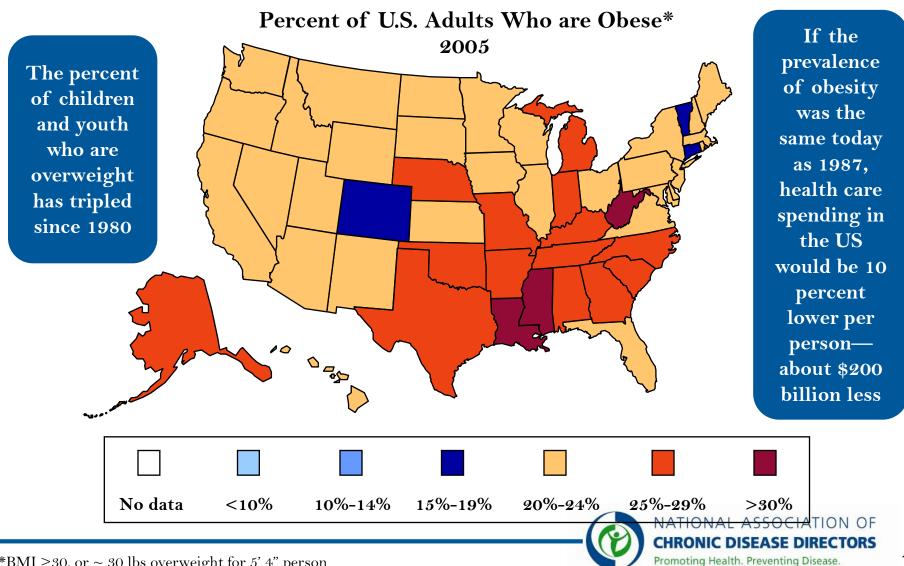
Truth #4: Two-thirds of the increase in health care spending is due to increased prevalence of treated chronic disease



Truth #5: The doubling of obesity between 1987 and today accounts for nearly 30% of the rise in health care spending



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Truth #6: The vast majority of cases of chronic disease could be better prevented or managed

- The World Health Organization (WHO) estimates that...
 - At least 80% of all heart disease, stroke, and type 2 diabetes, and
 - More than 40% of cancer

would be prevented if only Americans were to do three things:

- ✓ Stop smoking
- ✓ Start eating healthy
- **✓** Get in shape
- Management of chronic disease could also be significantly improved: Chronically ill patients receive only 56% of the clinically recommended preventive health care services











Highlight Successful Programs

- Community successes have far-reaching implications by serving as models that can be replicated nationwide
- Think about highlighting programs characterized by a unique approach, unprecedented success, or targeted at underserved populations or traditionally under-funded disease areas
- NACDD State Success Story database: Over 150 stories sorted by disease, risk factor and state
 - We need more from Wyoming! Submit stories at www.chronicdisease.org

Be an Advocate for Solutions and Unrealized Opportunities

- Provide state and local legislators with examples of statebased initiatives that are working and explain how programs could be scaled up with additional funding
- Join or follow groups that advocate for increased state funding of chronic disease prevention and management
- Advocate for funding in areas that show promise for improved health outcomes and cost control:
 - Diabetes Prevention Program (2003)
 - Hypertension Control
 - Cancer Screening
 - Institutional Nutrition
 - Town and City Planning
 - Tobacco Control
 - Health Community Programs





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